



MEDIA RELATIONS POLICY

PM-62-28

Section: 62-00, MISCELLANEOUS PERSONNEL POLICIES

I. PURPOSE & SCOPE

The purpose of this policy is to establish uniform measures for handling media and public information requests to ensure that responses are handled in a consistent, timely, and accurate manner.

This policy applies to all employees and appointees in all City Divisions, its Boards and Agencies regardless of classification or status, and includes all programs that are paid through or receive Federal Grant and/or contract funds; hereinafter collectively referenced as employee. However, this policy does not apply to an employee at a public event where s/he is authorized to speak on behalf of the City.

II. POLICY

The official spokesperson for the City is the Mayor's Communications Office. Employees are prohibited from acting as a spokesperson for the City or posting or making comments as a representative of it.

A. MEDIA REQUESTS FOR INTERVIEWS

A request for an interview by a member of the media, both print and electronic, must be forwarded to the Mayor's Communications Office. If approached by media, politely re-direct all interview requests to the Mayor's Communications Office by stating (for example):

- "It is City policy to refer all media inquiries to the Mayor's Communications Office. You can reach them at (telephone number)."

B. MEDIA PRESS RELEASES AND WRITTEN STATEMENTS

1. All news releases and media alerts generated by any division/department should include the Mayor's purpose statement at the bottom of the page:
 - "Working every day to improve the quality of life for all Memphians."
2. All written statements, new releases and media alerts must be first provided to the Mayor's Communications Office for approval prior to release.



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III. RESPONSIBILITY

Employees who violate this policy will be subject to disciplinary action. The nature and degree of the violation will be factors in determining whether discipline will be imposed and the severity of any such discipline, up to and including termination of employment.